

FY09 NATIONAL PUBLICATIONS AND DESCRIPTIONS

AARP THE MAGAZINE

AARP THE MAGAZINE is edited for mature readers. AARP The Magazine provides features, pertinent news and practical advice from travel to technology, from health and finance to fashion and self-fulfillment. It also provides interaction with the publication through member surveys and polls. The Travel Catalogue is mailed to 500,000 members who have the highest propensity to travel.

Issuance: 6x Circulation: 500,000 (Travel Catalogue) Median Age: 82% 50-69 Median HH: 73% \$75,000+
Contact: Ellen Lewis (972) 960-2889 ellen@LewisStafford.com

ARCHITECTURAL DIGEST

ARCHITECTURAL DIGEST is a global magazine that offers an exclusive look at the homes of influential men and women in the fields of entertainment, business and finance, fashion, literature and the arts. Its distinctive brand of design journalism spans a wide variety of styles in every issue, from contemporary to traditional. Topics regularly featured include travel, shopping, automobiles and technology.

Issuance: 12X per year Circulation: 800,000 Median Age: 51 Median HH: \$146,678
Contact: Ellen Lewis (972) 960-2889 ellen@LewisStafford.com

AUDUBON

Audubon magazine delivers the National Audubon Society's 100+ year old mission of making the world a better place by providing a place where nature enthusiasts, outdoor adventurers, and socially conscious consumers can discover, connect with, and be inspired by the natural world's extraordinary beauty & diversity. Our respected editorial voice plays an increasingly influential role in our national discourse about environmental issues. Smart, inventive, beautiful, sometimes surprising... Audubon is a magazine that understands how to communicate at a mature level, setting the standard for excellence in nature writing, conservation reporting, design and photography.

Issuance: 6X per year Circulation: 400,000 Median Age: 54 Median HH: \$67,040
Contact: Frieda Holleran (925) 943-7878 frieda.holleran@thehollerangroup.com

BODY + SOUL

BODY & SOUL encourages people to lead balanced lives that express their values through their choices and actions. It provides information on how to care for themselves, their families and the planet in a way that is natural, sustainable and personally satisfying.

Issuance: 10X per year Circulation: 462,693 Median Age: 43.9 Median HH: \$87,610
Contact: Joe Petrillo (310) 575-3920 jpetrillo@marthastewartliving.com

BON APPETIT

Bon Appétit celebrates the world of great food and the pleasure of sharing it with others. Every issue invites readers into a hands-on experience, engaging them in all aspects of the epicurean lifestyle- cooking, dining, travel, entertaining, shopping and design. While some magazines may give readers glimpses of a life they'll never live, this magazine expects its readers to use it. Every page serves as a springboard to action; it's not a wish list but a to-do list. Both creative inspiration and practical guide, Bon Appétit delivers that just-right mix of sophistication and accessibility; indulgence and simplicity; and quality without pretense.

Issuance: 12X per year Circulation: 1,367,867 Median Age: 50.5 Median HH: \$81,278
Contact: Jenna Washer (323) 965-3788 jenna_washer@bonappetit.com

BUDGET TRAVEL

The ultimate reader driven magazine, Arthur Frommer's Budget Travel rewards its audience with the inside scoop on travel from around the globe. Breaking from the traditional lineup of fantasy travel magazines, Budget Travel combines eye-catching imagery with practical information on how to get there. Our reader generated content attracts a community of sophisticated, take-action readers eager to interact with our editorial and our advertisers. It's a one of a kind magazine that die hard travelers love, a celebration of real people.

Issuance: 10X per year Circulation: 725,000 Median Age: 48 Median HH: \$88,424

Contact: Doug Kushla (310) 586-2213 Douglas.Kushla@BudgetTravel.com

CACTUS LEAGUE NEWSPAPER INSERT

These beautiful four-color newspaper inserts are published and inserted into major newspapers' Sunday edition in cities across the U.S., targeting high-income zip codes. Excellent editorial and photography promote visiting Arizona to targeted cities at peak travel opportunities.

Issuance: Annual Circulation (rate base): 1,000,000 Median Age: 47.68 Median HHI: \$100,000+

Contact: Kathleen Hennen Lockhart (602) 840-1434 kathleen@hennenpmg.com

CONDE NAST TRAVELER

CONDE NAST TRAVELER is edited and designed to provide the experienced, discerning leisure and business traveler with an array of distinctive travel experiences. Upfront columns offer insider tips, as well as the latest news on art, architecture, fashion, culture, cuisine, shopping, and industry innovations from every corner of the globe. Regular features include in-depth investigative reports, photo essays, and a variety of annual reader polls rating the best places in the world to stay, eat, work, and play.

Issuance: 12X per year Circulation: 819,683 Median Age: 50 Average HHI: \$91,764

Contact: Tricia Baak (323) 965-3757 Tricia_Baak@condenast.com

DEPARTURES

DEPARTURES is published for Platinum Card and Centurion members from American Express. It is a luxury lifestyle sourcebook, providing insider recommendations on the finest in travel, jewelry/watch, culture, home design/electronics, and food and wine, for affluent and sophisticated tastes.

Issuance: 7X per year Circulation: 1,090,379 (100% non-paid) Median Age: 50 Average HHI: \$296,425

Contact: Diana Trinks (310) 268-7647 diana.c.trinks@aexp.com

FOOD & WINE

Food & Wine celebrates all aspects of the epicurean lifestyle, covering the trends, the tables and the talents that define our time's most authentic, exuberant way of life. Providing insider intelligence and actionable information, Food & Wine delivers an audience that's modern, energetic and stylish.

Issuance: 12X per year Circulation: 950,197 Median Age: 45.8 Average HHI: \$74,930

Contact: Monty McMurray (310) 268-7408 monty.j.mcmurray@aexp.com

GOLF DIGEST

Golf Digest publishes the ideas and images of golf's greatest teachers, player and writers. The world's best players and teachers all write exclusively for Golf Digest. Our strength is completeness: a one-stop service giving readers the full spectrum on how to play, what to play and where to play.

Issuance: 12X per year Circulation: 1,600,000 (300,000 top income) Median Age: 52.3 Median HH: \$130,806

Contact: Linda Dillenbeck (480) 460-5650 linda.dillenbeck@golfdigest.com

GOURMET

Gourmet celebrates the combined pleasures of dining, traveling and entertaining. Chronicling all aspects of Good Living, Gourmet delivers a perfect balance of authentic, unique experiences from the everyday to the extraordinary.

Issuance: 12X per year Circulation: 950,000 Median Age: 52 Median HH: \$134,698

Contact: Ellen Lewis (972) 960-2889 ellen@LewisStafford.com

MADDEN PREPRINT

Geographically and psycho-graphically targeted newspaper inserts.

Issuance: Fall (10/12), Spring (1/11), Oprah magazine special sections (February, March)

Ad Space: Cover, 1 interior page, brochure ad, RSL Circulation: Fall- 825,000, Spring- 825,000, Oprah- 610,000 Median Age: Fall- 31% A35-54, Spring- 36% A35-64 Median HH: Fall- \$80,129, Spring- \$83,363

Contact: Allison Cessna (877) 568-4681 acessna@maddenpreprint.com

MARTHA STEWART LIVING

MARTHA STEWART LIVING is edited for discerning, quality-conscious readers. Its goal is to inform and inspire, to teach and de-mystify a broad range of subjects. Combining great style and useful information, the magazine celebrates the simple things people do in their everyday lives: gardening, entertaining, renovating, cooking, collecting and creating. From how-to information to pure inspiration, we encourage our readers to dream, then show them how to realize their dreams.

Issuance: 12X per year Circulation: 2,005,980 Median Age: 46.7 Median HH: \$70,044

Contact: Joe Petrillo (310) 575-3920 jpetrillo@marthastewartliving.com

MEN'S FITNESS

A publication for men who share the drive to look, feel, and be their best. A handbook to living an active lifestyle, it provides information on everything relevant to the readers' lives, including fitness, nutrition, fashion, entertainment, and sports. Readers are hooked on a well-rounded, fit life empowering them to carve out a better game – in the gym, outdoors, in the office and on the street. Men's Fitness is a nice mix of healthy living and lifestyle editorial.

Issuance: 10X per year Circulation: 737,010 Median Age: 35.9 Median HH: \$68,466

Contact: Mark Masero (323) 658-2041 MMasero@amilink.com

MIDWEST LIVING

With high discretionary income and a proven propensity to travel, Midwesterners are the ideal target audience for travel destinations and services. The region's central locations makes it the perfect point of departure for destinations all across the country. Midwest Living's authoritative travel coverage and acknowledged expertise point this, affluent, active audience in just the right direction. In every way, Midwest Living delivers the best of this market on-the-move.

Issuance: 6X per year Circulation: 950,000 Median Age: 47.3 Median HH: \$64,475

Contact: Trish Brannen-Garret (480) 471-9565 trish@kmxpublishing.com

MORE

More is smart talk for smart women. It appeals to people who want to identify with a community of smart women. The focus is on success, achievement and reinvention. All themes that resonate well with the frame of mind that motivates people to experience the best Arizona has to offer.

Issuance: 10X per year Circulation: 1,200,000 Median Age: 49 Median HH: \$91,394

Contact: Trish Brannen-Garret (480) 471-9565 trish@kmxpublishing.com

NATIONAL GEOGRAPHIC ADVENTURE

Everyone wants their life to be an adventure, and we show them how! ADVENTURE taps into the resources of the National Geographic Society to serve as both an inspiration and guide to a growing group of men and women to lead more active, healthy -- and adventurous -- lifestyles. Dream It. Plan it. Do it. That's the issue...whatever their interests, whatever their skill.

Issuance: 10X per year Circulation: 600,000 Median Age: 43.1 Median HH: \$69,720

Contact: Rob Wood (720) 479-8049 rob@altiusmediagroup.com

NATIONAL GEOGRAPHIC TRAVELER

National Geographic TRAVELER, the only magazine that covers all travel, all the time, is number one in reaching travelers who are passionate about experiencing the world. And because we devote more than 90% of our editorial to the pursuit of leisure and cultural travel, 7.9 million readers -- more than any magazine -- rely on our editorial expertise each issue.

Issuance: 8X per year Circulation: 715,000 Median Age: 43.1 Median HH: \$67,799

Contact: Layne Middleton (928) 443-8540 fourcrns@aol.com

NATIVE PEOPLES

Native Peoples magazine is the largest and oldest paid circulation bi-monthly , consumer magazine devoted exclusively to the art, history, and culture of indigenous peoples of the Americas. Our mission has been and always will be the sensitive portrayal of the arts and lifeways of the Native peoples of the Americas.

Issuance: Bi-monthly Circulation: 50,000 Median Age: 56 Median HH: \$110,000

Contact: Karen Shumar (602) 265-4855 kshumar@nativepeoples.com

NATURAL HISTORY

Natural History is a magazine of nature, science and culture, traveling the world to report on the latest scientific discoveries through fresh eyes and with new insight. Our columnists-- from astrophysicist Neil deGrasse Tyson to evolutionary biologist Adam Summers-- are gifted thinkers with an original take on their subjects. Our authoritative editorial content attracts a collection of highly educated, affluent active men and women who are consummate travelers for pleasure and adventure.

Issuance: 10X per year Circulation: 250,000 Median Age: 54.9 Median HH: \$96,000

Contact: Rich Katz (310) 710-7414 oncoursemedia@aol.com

O, THE OPRAH MAGAZINE- Madden Preprint Insert

O, The Oprah Magazine covers 360 degrees of a woman's life, from fashion and beauty, to relationships, food, home design, books, health and fitness, work and finance, technology, self-discovery and caring for others. The magazine encourages the reader to embrace her life, with the goal of becoming more of who she really is.

Issuance: 12X per year Circulation: 2,405,177 Median Age: 44.2 Median HH: \$68,294

Contact: Allison Cessna (877) 568-4681 acessna@maddenpreprint.com

SHAPE

Shape is edited for the active, professional woman. It reports on topics such as beauty, fashion, fitness, nutrition, health, psychology and travel. The magazine focuses on ways for the reader to achieve a healthful, happy balance in her active life. The editorial content includes research-based fitness updates, step-by-step workout advice, beauty trends, fashion news, recipes, nutrition studies and tips, features on maintaining a healthy spirit and inspirational storytelling.

Issuance: 12X per year Circulation: 1,650,000 Median Age: 35.4 Median HH: \$62,502

Contact: Lizet Alvarez (818) 595-0579 lalvarez@shape.com

SMITHSONIAN

Smithsonian has a heart/mind connection with a community of more than 7 million readers for whom life is a journey of learning more each day... And, a quest to experience culture in all its forms. From Visual/Performing Arts, History, Science and Innovation... to Human Cultures (ancient and modern), Ecology, Wildlife, our Environment and Natural World, Smithsonian is the heartbeat of culture for the American people. With more than 100 million consumer touch points, Smithsonian, The Institution, its extensions, and the brand itself, preserve and showcase the many aspects of our complex world... and make it familiar... and inspiring.

Issuance: 12X per year Circulation: 1,000,000 Median Age: 54 Median HH: \$68,641

Contact: Chuck Carroll (818) 972-9650 cwcarroll@earthlink.net

SUNSET

Sunset readers are affluent, educated and innovative; they have the means to purchase a full range of products and services. They are avid travelers-- frequently visiting domestic and foreign locations. They are active- participating in a wide variety of activities from outdoor sports to culture events. They entertain in their homes both indoors and out. They have a passion for cooking and enjoy using fresh, healthy foods that are flavorful using the West's varied cultural influences.

Issuance: 12X per year Circulation: 1,200,000 Median Age: 53.3 Median HH: \$86,161

Contact: Reena Johar Evenson (310) 268-7585 evensonr@sunset.com

TRAVEL + LEISURE

Travel + Leisure is the travel authority for consumers. Being the authority, we get there first and have remained the largest and most influential travel magazine for over 35 years. T+L is #1 in readership, it delivers the largest rate base of any travel magazine and our readers pay the highest subscription price amongst all monthly magazines. Published by world's largest travel company, American Express, our resources are unmatched. We have the relationships to move your business.

Issuance: 12X per year Circulation: 950,000 Median Age: 51 Median HH: \$94,969

Contact: Lewis Newmark (310) 268-7242 lewis.c.newmark@aexp.com

TRAVEL + LEISURE GOLF

TRAVEL + LEISURE GOLF is edited for an affluent audience of discriminating consumers. It present the beauty, pleasure, tradition, mystique and fun that is the game of golf. Features take an in-depth look at the people, destinations and trends of golf. Regular sections include chips & putts, play away, pro shop, smart golf, and golf life. Columns within golf life include fine cars, wines & spirits, and celebrity golf profiles.

Issuance: 6X per year Circulation: 648,549 Median Age: 52.8 Median HH: \$137,018

Contact: Michelle Johnson (760) 633-1673 michelle.d.johnson@aexp.com

TRUE WEST

True West magazine has been reaching Western enthusiasts for 54 years. Our readers are a passionate group who love the history, lore and lifestyle that the West represents and we deliver it to them in every issue. Culture and Western heritage travel is our niche. In the last year 87% of our readers visited historic sites and 82% visited a museums, 80% stayed in a hotel, motel or B&B.

Issuance: 10X per year Circulation: 51,000 Median Age: 49.8 Median HH: \$85,000

Contact: Tom Tumas (480) 575-1881 tom@twmag.com

US AIRWAYS

US Airways is an in-flight magazine that touches on travel destinations, culture, events and culinary aspects. The focus ranges from broad range around the world to more featured destinations in the states. US Airways magazine reaches an affluent target enriching readers with entertainment, adventure stories and a captive audience.

Issuance: 12X per year Circulation: 1,386,000 Median Age: 50.2 Median HH: \$140,989

Contact: Ernie Mulholland (602) 997-7200 ernie@skyword.com

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DRIVE PM

DRIVE combines strategic media buying and advanced technology with consultative sales and expertise to provide marketers with a unique opportunity to connect with their audience with more relevance than ever before. DRIVE provides a quality audience and premium site only using the top 250 sites on the Internet. Circulation: 6+ Billion Monthly Impressions, 112 Million Monthly Unique Users, 60% Reach of the Internal Audience

Contact: Joslyn Adasek (415) 869-3853 josa@microsoft.com

TRIBAL FUSION

Tribal Fusion® is a leading site representation company. We partner with top quality web publishers to provide advertisers with targeted ad placements. Offering a robust collection of channels, we manage site-specific, channel-wide and run-of-network campaigns. We get results for advertisers with intelligent technology, expert advice, and responsive service.

Circulation: 9+ Billion Monthly Impressions, 118 Million Monthly Unique Users

Contact: Jay Janota (510) 250-4026 jay.janota@tribalfusion-corp.com

IGOUGO.COM

As the world's leading online travel community, IgoUgo offers what guidebooks can't: hundreds of thousands of straightforward opinions on destinations across the globe, member suggestions for everything from cheap eats to must-see attractions, and vivid vacation photos taken by real travelers to bring it all to life.

For contributors, IgoUgo offers a great way to share travel memories with friends, family, and a growing community of travel enthusiasts—write reviews and upload photos, and you'll earn GO PointsSM redeemable for great rewards like frequent-flyer miles and online gift certificates.

Circulation: 1 Million Unique Users Monthly, 4+ Million Monthly Page Views, 350,000+ Registered Members, contributing: Reviews for 5,500+ destinations, 300,000+ photos

Contact: Kelly Winkler (949) 388-3117 kelly.winkler@travelocity.com

SPA FINDER

Created in 1986, Spa Finder has been the leading spa travel and marketing company connecting consumers with the spa experience via publishing, travel, Internet and corporate incentive services. Spa Finder is actively growing the spa industry by harnessing the symbiotic relationships between stay spas, day spas, product manufacturers and other related businesses. Forbes.com and USA Today have chosen SpaFinder.com as the best website for spa travel.

Circulation: 5 Million Monthly Impressions, 500,000 Monthly Unique Visitors

Contact: Jason Jaeger (323) 377-2937 jason@razaviglobal.com

TRAVELOCITY

Travel enriches your life when it's done right, and that takes a lot more than just securing low prices. Travelers need useful, insider information, the security of reliable customer support, and control over the details that make a trip smooth, efficient, and truly great. Born of leading travel innovator Sabre (the world's largest travel agent reservation system), we understand travel. We know how much better traveling can be when someone you trust has your back. That's why we provide honest, straight-talking information, support a 'no hidden costs' policy (disclosing total prices upfront), and offer expert trip-planning assistance 24 hours a day.

Circulation: 37+ Million Monthly Impressions, 15 Million Monthly Unique Visitors

Contact: Kelly Winkler (949) 388-3117 kelly.winkler@travelocity.com

VIRTUAL TOURIST

VirtualTourist is a worldwide travel community where real travelers and locals share real travel advice and experiences. As the single largest source of unbiased, user-generated travel content in the world, VirtualTourist is the premier resource for travelers seeking an insider's perspective. Real travel tips, reviews and photos from real people who have actually been there and done that; and this is what makes the travel content on VirtualTourist so useful.

Circulation: 6 Million Monthly Unique Visitors, 1.6 Million User-Generated Travel Tips, 3.2 Million User-Uploaded Photos, 2 Million Travel Forum Postings, 700-1,000 New Tips Posted Every Day, 58,000 Destination Guides

Contact: John Gardner (310) 727-2602 john@virtualtourist.com

WEATHER.COM

Weather.com forecasts worldwide, Doppler Radar and satellite maps, weather news, flight information and events.

Circulation: 37 Million Monthly Unique Visitors, 7.2 Million Unique Mobile Users

Contact: Libby Schroeder (310) 712-3808 lschroeder@weather.com